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Filing date: **08/02/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91206761
Party	Plaintiff University Athletic Association
Correspondence Address	ALICIA GRAHN JONES KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET, SUITE 2800 ATLANTA, GA 30309 UNITED STATES tmadmin@kilpatricktownsend.com, aljones@ktslaw.com, rchou@ktslaw.com, hhenderson@ktslaw.com, brook@kilpatricktownsend.com
Submission	Motion to Amend Pleading/Amended Pleading
Filer's Name	Rosaleen H. Chou
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Signature	/Rosaleen H. Chou/
Date	08/02/2013
Attachments	Consent Motion to Amend Notice of Opposition.pdf(2247034 bytes)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

UNIVERSITY ATHLETIC
ASSOCIATION, INC.,

Opposer,

v.

INCENTIVE MARKETING, INC.,

Applicant.

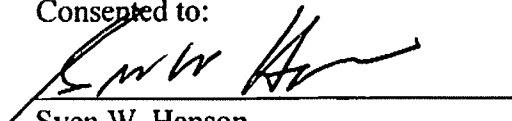
) Opposition 91206761
)
)
) In the matter of Application
) Serial No. 85/480,582
) for the mark GATOR SHOP
)
)
)
)

CONSENT MOTION TO AMEND NOTICE OF OPPOSITION

Pursuant to Rule 2.107 of the Trademark Rules of Practice, 37 C.F.R. § 2.107, and Rule 15(a) of the Federal Rules of Civil Procedure, and with Applicant's consent, Opposer University Athletic Association, Inc. (the "Opposer") moves to amend its notice of opposition to include registrations owned by Opposer that were inadvertently not included in its Notice of Opposition. A copy of the Amended Notice of Opposition is attached as **Exhibit A**.

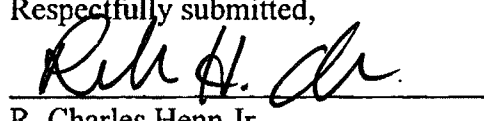
Dated: August 6, 2013

Consented to:



Sven W. Hanson
PO Box 357429
Gainesville, Florida 32635-7429
Attorney for Applicant

Respectfully submitted,



R. Charles Henn Jr.
Alicia Grahn Jones
Rosaleen H. Chou
KILPATRICK TOWNSEND & STOCKTON
LLP
1100 Peachtree Street
Suite 2800
Atlanta, Georgia 30309-4530
(404) 815-6500
Attorneys for Opposer

EXHIBIT A

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

UNIVERSITY ATHLETIC)	Opposition 91206761
ASSOCIATION, INC.,)	
)	
Opposer,)	In the matter of Application
)	Serial No. 85/480,582
v.)	for the mark GATOR SHOP
)	
INCENTIVE MARKETING, INC.,)	
)	
Applicant.)	
)	

AMENDED NOTICE OF OPPOSITION

Opposer University Athletic Association, Inc. (“Opposer” or the “UAA”), believes it will be damaged by the registration of the mark GATOR SHOP (“Applicant’s Mark”), which is the subject of Application Serial No. 85/480,582, and opposes the same pursuant to 15 U.S.C.

§ 1063 and C.F.R. §§ 2.101, 2.104(a). The grounds for this opposition are as follows:

1. On November 23, 2011, Applicant Incentive Marketing, Inc. d/b/a Gator Shop (“Applicant”) filed a use-based application to register the mark GATOR SHOP (Serial Nos. 85/480,582) for use in connection with “On-line retail store services featuring a wide variety of consumer goods of others; Retail shops featuring clothing, sports team clothing, and a wide range of consumer goods of others” in International Class 35, claiming a date of first use of March 1, 1984 (the “Application”). The term “SHOP” is disclaimed in the Application.

2. The Application was first published for opposition in the *Official Gazette* dated May 1, 2012. UAA timely filed an extension of time to oppose the Application and thus is allowed until August 29, 2012 to file this Notice of Opposition.

3. UAA is a Florida non-profit corporation with an address of P.O. Box 14485, Gainesville, Florida 32604. UAA acts on behalf of the University of Florida (the “University”), its athletic department, and its athletic teams and organizations.

4. The University of Florida is one of the largest universities in the United States with 49,589 students enrolled in the fall of 2011. The University is home to 16 colleges and offers more than 100 undergraduate and graduate programs.

5. The University's athletic teams are known as the "GATORS," and the University's mascot is an alligator. The University's athletic program is one of the best and most well-known in the nation. The University's football team has won three National Championships (1996, 2006, 2008) and eight SEC titles. The University's men's basketball team won the Division I Men's Basketball National Championship two years in a row in 2006 and 2007, and the Southeastern Conference ("SEC") titles for three consecutive years, 2005-2007. The University is the first to win both the Division I men's basketball title and the football title in the same year. As a result of the University's athletic successes, the University's athletic teams have been extensively featured on television broadcasts and in print and online media nationwide for decades.

6. Since at least as early as 1955, UAA and its predecessors have used the GATORS mark in connection with a broad range of goods and services. UAA has used its GATORS mark continuously since the date of first use and has not abandoned it.

7. For decades (and well before Applicant adopted its GATOR SHOP mark), UAA has licensed its GATORS mark in connection with a variety of products and services. UAA's licensed products bearing the GATORS mark are sold across the United States.

8. UAA owns a federal registration for the mark GATORS (Reg. No. 1,222,098) for "entertainment services -- namely, conducting intercollegiate athletic events for others" in International Class 41 and "retail [store] stores, distributorship services and mail order sales services, in the field of wearing apparel and accessories, novelty items and jewelry" in International Class 42, registered on December 28, 1982, claiming a date of first use of 1955. A

true and correct copy of the TSDR Record for the GATORS mark (Reg. No. 1,222,098) is attached as **Exhibit 1**.

9. UAA has complied with all requirements necessary to maintain its federal registration for the GATORS mark (Reg. No. 1,222,098), which is now incontestable under 15 U.S.C. § 1065.

10. UAA owns a federal registration for the mark GATORS (Reg. No. 2,206,967) for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats” in International Class 25, registered on December 1, 1998, claiming a date of first use of 1955. A true and correct copy of the TSDR Record for the mark GATORS (Reg. No. 2,206,967) is attached as **Exhibit 2**.

11. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORS (Reg. No. 2,206,967), which is now incontestable under 15 U.S.C. § 1065.

12. UAA owns a federal registration for the mark GATORS (stylized) (Reg. No. 2,205,439), depicted below, for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats” in International Class 25, registered on November 24, 1998, claiming a date of first use of 1979.



A true and correct copy of the TSDR Record for the mark GATORS (stylized) (Reg. No. 2,205,439) is attached as **Exhibit 3**.

13. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORS (stylized) (Reg. No. 2,205,439), which is now incontestable under 15 U.S.C. § 1065.

14. UAA owns a federal registration for the mark GATORSDVD (Reg. No. 3,812,440) for “on-line retail stores services in the field of DVDs concerning the University of Florida”, registered on July 6, 2010, claiming a date of first use of January 2006. A true and correct copy of the TSDR Record for the mark GATORSDVD (Reg. No. 3,812,440) is attached as **Exhibit 4**.

15. UAA owns a federal registration for the mark FIGHTING GATORS (Reg. No. 1,225,119) for “apparel -- namely, shirts, bibs, socks and caps” in International Class 25, registered on January 25, 1983, claiming a date of first use of 1955. A true and correct copy of the TSDR Record for the mark FIGHTING GATORS (Reg. No. 1,225,119) is attached as **Exhibit 5**.

16. UAA has complied with all requirements necessary to maintain its federal registration for the mark FIGHTING GATORS (Reg. No. 1,225,119), which is now incontestable under 15 U.S.C. § 1065.

17. UAA owns a federal registration for the mark FLORIDA GATORS (Reg. No. 2,349,246) for “clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats” in International Class 25 and “entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions” in International Class 41, registered on May 16, 2000, claiming a date of first use of 1977 in Class 41 and 1980 in Class 25. A true and correct copy of the TSDR Record for the mark FLORIDA GATORS (Reg. No. 2,349,246) is attached as **Exhibit 6**.

18. UAA has complied with all requirements necessary to maintain its federal registration for the mark FLORIDA GATORS (Reg. No. 2,349,246), which is now incontestable under 15 U.S.C. § 1065.

19. UAA owns a federal registration for the mark GATORVISION (Reg. No. 3,232,732) for “clothing, namely, shirts” in International Class 25 and “entertainment services, namely providing sporting events over the internet” in International Class 41, registered on April 24, 2007, claiming a date of first use of August 1998. A true and correct copy of the TSDR Record for the mark GATORVISION (Reg. No. 3,232,732) is attached as **Exhibit 7**.

20. UAA has complied with all requirements necessary to maintain its federal registration for the mark GATORVISION (Reg. No. 3,232,732), which is now incontestable under 15 U.S.C. § 1065.

21. The University’s Gator mascot draws on the University’s GATORS athletic identity. UAA owns numerous federal registrations for its Gator mascot and for various Gator designs.

22. UAA owns a federal registration for a Gator Design (Reg. No. 1,228,944), depicted below (the “Albert Gator Design”), for “apparel-namely, shirts, sweaters, belts and caps” in International Class 25, registered on March 1, 1983, claiming a date of first use of January 1980.



A true and correct copy of the TSDR Record for the Albert Gator Design (Reg. No. 1,228,944) is attached as **Exhibit 8**.

23. UAA has complied with all requirements necessary to maintain its federal registration for the Albert Gator Design (Reg. No. 1,228,944), which is now incontestable under 15 U.S.C. § 1065.

24. UAA owns a federal registration for a Gator Design (Reg. No. 2,208,807), depicted below (the “Snarling Albert Gator Design”), for “clothing, namely shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats” in International Class 25, registered on December 8, 1998, claiming a first use of 1995.



A true and correct copy of the TSDR Record for the Snarling Albert Gator Design (Reg. No. 2,208,807) is attached as **Exhibit 9**.

25. UAA has complied with all requirements necessary to maintain its federal registration for the mark Snarling Albert Gator Design (Reg. No. 2,208,807) which is now incontestable under 15 U.S.C. § 1065.

26. UAA owns a federal registration for a Gator Head Design (Reg. No. 1,970,217), depicted below (the “Gator Head Design”), for “entertainment service, namely conducting intercollegiate athletic events” in International Class 41, registered on April 23, 1996, claiming a first use of November 1994.



A true and correct copy of the TSDR Record for the Gator Head Design (Reg. No. 1,970,217) is attached as **Exhibit 10**.

27. UAA has complied with all requirements necessary to maintain its federal registration of the mark Gator Head Design (Reg. No. 1,970,217), which is now incontestable under 15 U.S.C. § 1065.

28. UAA owns a federal registration for the Gator Head Design (Reg. No. 1,975,079) for “wearing apparel, namely tee-shirts, hats and shorts” in International Class 25, registered on May 21, 1996, claiming a first use of January 1, 1995. A true and correct copy of the TSDR Record for the Gator Head Design (Reg. No. 1,975,079) is attached as **Exhibit 11**.

29. UAA has complied with all requirements necessary to maintain its federal registration of the mark Gator Head (Reg. No. 1,975,079), which is now incontestable under 15 U.S.C. § 1065.

30. UAA owns a federal registration for the Gator Head Design (Reg. No. 3,352,139), for “lapel pins, watches, precious metal money clips, pendants, earrings, tie tacks, rings, bracelets, bracelet charms, precious metal key chains” in International Class 14; “notebooks, paper tablecloths, paper gift bags, temporary tattoos, gift wrap paper, calendars, memo pads, pencils, pens, greeting cards, address labels, stationery, printed party invitations, photo albums, self-stick notes, namely, adhesive notepads, tissue paper for wrapping presents” in International Class 16; “bowls, ceramic mugs, travel mugs, plastic mugs, pilsner drinking glasses, drinking stems, candy jars, glass storage jars, paper plates, plastic cups, paper cups, bottle openers, crystal decanters, drinking glasses” in International Class 21; “paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart games, playing cards, puzzles, snow globes, Christmas tree ornaments” in Class 28, registered on December 11,

2007, claiming a first use of January 1, 1995. A true and correct copy of the TSDR Record for the Gator Head Design (Reg. No. 3,352,139) is attached as **Exhibit 12**.

31. UAA's trademarks referenced in paragraphs 4-30 are collectively referred to as "UAA's GATOR Marks."

32. As a result of UAA's longstanding and extensive use, UAA's GATOR Marks are symbolic of the extensive goodwill and consumer recognition established by the University. UAA's GATOR Marks have attained a high degree of recognition and distinctiveness throughout the United States in connection with educational services, entertainment services, athletic events, and other goods and services commonly associated with a university as an educational institution and its athletic department. By virtue of the University's expenditure of substantial amounts of time, effort, and money in advertising and promoting its goods and services, UAA's GATOR Marks have come to identify the University's athletics and other services. Purchasers and prospective purchasers, as well as other members of the public, are familiar with and identify UAA's GATOR Marks and understand and expect that a wide variety of goods and services offered under UAA's GATOR Marks are affiliated with, sponsored, or licensed by the University. Indeed, UAA's GATOR Marks have become well-known for the University's goods and services.

33. UAA will be damaged by the registration of Applicant's Mark GATOR SHOP because the mark and its associated services so resemble UAA's GATOR Marks and the associated goods and services as to be likely to cause confusion, mistake, and deception. The Applicant's Mark incorporates UAA's GATOR mark in its entirety for use in connection with a retail store services offering merchandise relating to the University. Moreover, the specimen submitted with the Application depicts Applicant selling products bearing UAA's trademarks, including the GATOR Marks. A true and correct copy of the specimen is attached as **Exhibit**

13. Moreover, Applicant's retail store website at www.gatorshop.com prominently displays UAA's GATOR Marks, as depicted in the attached **Exhibit 14**. The Applicant's website bearing the GATOR SHOP mark also uses the University's well-known orange-and-blue color scheme and features the University's 2012 football schedule. Indeed, the GATOR SHOP mark is depicted in the University's orange-and-blue color scheme.

34. Applicant previously operated a brick-and-mortar retail store that sold merchandise relating to the University and was located down the street from the University. Upon information and belief, Applicant sells its products to fans, students, and alumni of the University.

35. Persons familiar with UAA's GATOR Marks are likely to believe erroneously that Applicant's services are offered by the University, or are authorized, licensed, endorsed, or sponsored by the University, and registration of Applicant's Mark GATOR SHOP on the Principal Register will be inconsistent with UAA's rights in UAA's GATOR Marks.

36. Applicant's Mark also falsely suggests a connection with the University in violation of Section 2(a) of the Lanham Act, 15 U.S.C. § 1052(a).

WHEREFORE, Opposer requests that Application Serial No. 85/480,582 be refused registration and this Notice of Opposition be sustained in its favor.

Respectfully submitted,

/Rosaleen H. Chou/

R. Charles Henn Jr.

Alicia Grahm Jones

Rosaleen H. Chou

KILPATRICK TOWNSEND & STOCKTON LLP

1100 Peachtree Street

Suite 2800

Atlanta, Georgia 30309-4530

(404) 815-6500

Attorneys for Opposer

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing AMENDED NOTICE OF OPPOSITION was served on Applicant on August 2, 2013 via first class mail to:

Sven W. Hanson, Esq.
PO Box 357429
Gainesville, Florida 32635-7429

/Rosaleen H. Chou/
Counsel for Opposer

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing AMENDED NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, August 2, 2013.

/Rosaleen H. Chou/
Counsel for Opposer

EXHIBIT 1

Generated on: This page was generated by TSDR on 2013-07-25 15:24:05 EDT

Mark: GATORS

US Serial Number: 73273111	Application Filing Date: Aug. 06, 1980
US Registration Number: 1222098	Registration Date: Dec. 28, 1982
Register: Principal	
Mark Type: Service Mark	
Status: The registration has been renewed.	
Status Date: Mar. 19, 2003	
Publication Date: Oct. 05, 1982	

Mark Information

Mark Literal Elements: GATORS
Standard Character Claim: No
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Entertainment Services-Namely, Conducting Intercollegiate Athletic Events for Others

International Class(es): 041 - Primary Class

U.S Class(es): 107

Class Status: ACTIVE

Basis: 1(a)

First Use: 1955

Use in Commerce: 1955

For: Retail Store Stores, Distributorship Services and Mail Order Sales Services, in the Field of Wearing Apparel and Accessories, Novelty Items and Jewelry

International Class(es): 042 - Primary Class

U.S Class(es): 102

Class Status: ACTIVE

Basis: 1(a)

First Use: 1955

Use in Commerce: 1955

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.
Owner Address: Ben Hill Griffith Stadium North-South Drive
Gainesville, FLORIDA 32611
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: BEN HILL GRIFFITH STADIUM NORTH-SOUTH DR
UNIVERSITY ATHLETIC ASSOCIATION INC
GAINESVILLE, FLORIDA 32611
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 23, 2008	CASE FILE IN TICRS	
Mar. 19, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 19, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Dec. 27, 2002	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Dec. 27, 2002	PAPER RECEIVED	
Sep. 24, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 11, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Dec. 28, 1982	REGISTERED-PRINCIPAL REGISTER	
Oct. 05, 1982	PUBLISHED FOR OPPOSITION	
Aug. 24, 1982	NOTICE OF PUBLICATION	
Aug. 24, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Mar. 19, 1981	NON-FINAL ACTION MAILED	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Filed Section 15 - Accepted

Renewal Date: Dec. 28, 2002

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Apr. 23, 2008

Proceedings

Summary

Number of Proceedings: 11

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW
PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swhanson@bellsouth.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	85480582	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatricktownsend.com , alijones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
F	Renewed	73269856	1228944
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant			
Name: Lawrence J Navarro			
Correspondent Address: LAWRENCE J NAVARRO 8362 PINES BLVD STE 377 PEMBROKE PINES FL , 33024-6600 UNITED STATES			
Correspondent e-mail: lnavarro@lnavarropa.com			

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , alijones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967

GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com, ajones@kilpatrickstockton.com, rchou@kilpatrickstockton.com, brook@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967

GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street , Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: aljones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , rchou@kilpatrickstockton.com , kteilhaber@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , ssewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	

5 BOARD'S DECISION: SUSTAINED Nov 26, 2008
6 TERMINATED Nov 26, 2008

Type of Proceeding: Opposition

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor

Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	
Plaintiff(s)			

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree StreetSuite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant	
Name: William Howard	
Correspondent Address: William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	
Plaintiff(s)			

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	Oct 07, 2008
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246

FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL
SQUIRE, SANDERS & DEMPSEY, LLP
4900 KEY TOWER, 127 PUBLIC SQUARE
CLEVELAND OH , 44114-1304
UNITED STATES

Correspondent e-mail: sketler@ssd.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
	PENDING, INSTITUTED		

3	PENDING, INSTITUTED	Jun 10, 2008
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008
5	EXTENSION OF TIME GRANTED	Jul 15, 2008
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008
8	TERMINATED	Aug 12, 2008

Type of Proceeding: Opposition

Proceeding Number: [91106348](#)

Filing Date: May 21, 1997

Status: Terminated

Status Date: Sep 25, 2001

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: PREMIUM INTERNET CORPORATION

Correspondent Address: JENNIFER L. COLLINS
WOMBLE CARLYLE SANDRIDGE & RICE
POST OFFICE BOX 831
RALEIGH NC , 27602

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR.NET	Cancelled - Section 8	75018781	2508279

Plaintiff(s)

Name: UNIVERSITY ATHLETIC ASSOCIATION, INC.

Correspondent Address: MILES J. ALEXANDER
KILPATRICK STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309-4530

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 21, 1997	
2	NOTICE SENT; ANSWER DUE (DUE DATE)	Jun 19, 1997	Jul 29, 1997
3	PENDING, INSTITUTED	Jun 19, 1997	
4	ANSWER	Jul 22, 1997	
5	TRIAL DATES SET	Aug 28, 1997	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Dec 01, 1997	
7	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Feb 26, 1998	
8	PL'S MOT SUSP PROC PEND'G STLT NEG	Apr 20, 1998	
9	PL REQ TO SUSPEND PROCEEDINGS W/C	Sep 15, 1998	
10	SUSPENDED	Oct 26, 1998	
11	NOTICE OF BANKRUPTCY	Mar 31, 1999	
12	PROCEEDINGS SUSPENDED PENDING BANKRUPTCY	Jun 10, 1999	
13	PL'S WITHDRAWAL OF OPPOSITION	Jun 19, 2001	
14	BOARD'S DECISION: DISMISSED	Sep 25, 2001	
15	TERMINATED	Sep 25, 2001	

EXHIBIT 2

Generated on: This page was generated by TSDR on 2013-07-25 15:30:41 EDT

Mark: GATORS

US Serial Number: 75353993

Application Filing Date: Sep. 09, 1997

US Registration Number: 2206967

Registration Date: Dec. 01, 1998

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Nov. 26, 2008

Publication Date: Sep. 08, 1998

Mark Information

Mark Literal Elements: GATORS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 1222098, 1225119, 1791016

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1955

Use in Commerce: 1955

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.

Owner Address: P.O. Box 14855
Gainesville, FLORIDA 326042485
UNITED STATES

Legal Entity Type: NOT-FOR-PROFIT CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION INC
PO BOX 14855
GAINESVILLE, FLORIDA 32604-2485
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 30, 2010	CASE FILE IN TICRS	68916
Nov. 26, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Nov. 26, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 19, 2008	ASSIGNED TO PARALEGAL	67723
Nov. 11, 2008	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 03, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 03, 2004	TEAS SECTION 8 & 15 RECEIVED	
Dec. 01, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 08, 1998	PUBLISHED FOR OPPOSITION	
Aug. 07, 1998	NOTICE OF PUBLICATION	
Jun. 08, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 26, 1998	ASSIGNED TO EXAMINER	74301

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 01, 2008

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Jul. 02, 2010

Proceedings

Summary

Number of Proceedings: 12

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW
PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swhanson@bellsouth.net

Associated marks

Mark	Application Status	Serial	Registration
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GATOR SHOP		Opposition Pending	85480582	Number	Number
Plaintiff(s)					
Name: University Athletic Association					
Correspondent Address: ALICIA GRAHN JONES KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET, SUITE 2800 ATLANTA GA , 30309 UNITED STATES					
Correspondent e-mail: tmadmin@kilpatricktownsend.com , aljones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com					
Associated marks					
Mark		Application Status	Serial Number	Registration Number	
GATORS		Renewed	73273111	1222098	
GATORS		Renewed	75353993	2206967	
GATORS		Renewed	75353943	2205439	
F		Renewed	73269856	1228944	
FLORIDA GATORS		Renewed	75354125	2349246	
FIGHTING GATORS		Renewed	73269858	1225119	
Prosecution History					
Entry Number	History Text	Date	Due Date		
1	FILED AND FEE	Aug 29, 2012			
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012		
3	PENDING, INSTITUTED	Aug 29, 2012			
4	ANSWER	Oct 03, 2012			
5	P TESTIMONY	Jun 10, 2013			
Type of Proceeding: Opposition					
Proceeding Number: 91203679		Filing Date: Feb 06, 2012			
Status: Terminated		Status Date: Feb 21, 2012			
Interlocutory Attorney: ROBERT COGGINS					
Defendant					
Name: Lawrence J Navarro					
Correspondent Address: LAWRENCE J NAVARRO 8362 PINES BLVD STE 377 PEMBROKE PINES FL , 33024-6600 UNITED STATES					
Correspondent e-mail: lnavarro@lnavarropa.com					
Associated marks					
Mark		Application Status	Serial Number	Registration Number	
GIT GATOR BIT		Abandoned - After Inter-Partes Decision	85275931		
GIT GATOR BIT		Abandoned - After Inter-Partes Decision	85277518		
Plaintiff(s)					
Name: University Athletic Association					
Correspondent Address: ALICIA GRAHN JONES KILPATRICK TOWNSEND & STOCKTON LLP 1100 PEACHTREE STREET, SUITE 2800 ATLANTA GA , 30309 UNITED STATES					
Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com					
Associated marks					
Mark		Application Status	Serial Number	Registration Number	
GATORS		Renewed	73273111	1222098	
GATORS		Renewed	75353993	2206967	
GATORS		Renewed	75353943	2205439	

	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439

FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street , Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , rchou@kilpatrickstockton.com , kteilhaber@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009

3	PENDING, INSTITUTED	Mar 24, 2009
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009
6	EXTENSION OF TIME GRANTED	Jun 12, 2009
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009
9	TRIAL DATES RESET	Nov 16, 2009
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010
11	BOARD'S DECISION: GRANTED	Feb 12, 2010
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010
13	TERMINATED	Apr 08, 2010

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , ssewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	

Type of Proceeding: OppositionProceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: OppositionProceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	
Plaintiff(s)			
Name: Univesity Athletic Association			
Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart Kilpatrick Stockton LLP 1100 Peachtree StreetSuite 2800 Atlanta GA , 30309 UNITED STATES			
Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com			
Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Renewed	75368273	2208807
F	Renewed		
Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	
Type of Proceeding: Opposition			
Proceeding Number: 91186068		Filing Date: Aug 06, 2008	
Status: Terminated		Status Date: Nov 25, 2008	
Interlocutory Attorney: ELIZABETH WINTER			
Defendant			
Name: William Howard			
Correspondent Address: William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES			
Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	
Plaintiff(s)			
Name: University Athletic Association, Inc.			
Correspondent Address: Stacy Raphael Stewart Kilpatrick Stockton LLP 1100 Peachtree Street, Suite 2800 Atlanta GA , 30309 UNITED STATES			
Correspondent e-mail: sstewart@kilpatrickstockton.com			

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS			

FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL
SQUIRE, SANDERS & DEMPSEY, LLP
4900 KEY TOWER, 127 PUBLIC SQUARE
CLEVELAND OH , 44114-1304
UNITED STATES

Correspondent e-mail: sketler@ssd.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	

4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008
5	EXTENSION OF TIME GRANTED	Jul 15, 2008
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008
8	TERMINATED	Aug 12, 2008

Type of Proceeding: Opposition

Proceeding Number: [91154035](#)

Filing Date: Oct 21, 2002

Status: Terminated

Status Date: May 27, 2004

Interlocutory Attorney: CINDY B GREENBAUM

Defendant

Name: NYT MANAGEMENT SERVICES

Correspondent Address: DEBORAH L. KRAMM
HOLLAND & KNIGHT LLP
2099 PENNSYLVANIA AVENUE, NW SUITE 100
WASHINGTON DC , 20006

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORSPORTS	Abandoned - After Inter-Partes Decision	75151421	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: CHRISTINE M. CASON
KILPATRICK STOCKTON LLP
1100 PEACHTREE ST STE 2800
ATLANTA GA , 30309-4530

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 21, 2002	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 24, 2002	Feb 02, 2003
3	PENDING, INSTITUTED	Dec 24, 2002	
4	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Jan 31, 2003	
5	GRANTED 'S #4; ANSWER DUE 3/4/03	Feb 21, 2003	
6	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Mar 04, 2003	
7	GRANTED D'S #6; ANSWER DUE 4/3/03	Apr 01, 2003	
8	D'S MOT FOR EXTEN. OF TIME W/ CONSENT	Apr 03, 2003	
9	PROC SUSP 6 MONTHS	Apr 17, 2003	
10	PROCEEDINGS RESUMED	Dec 18, 2003	
11	NOTICE OF DEFAULT	Feb 18, 2004	
12	UNDELIVERABLE MAIL/ REMAILED	Feb 24, 2004	
13	BOARD'S DECISION: SUSTAINED	May 11, 2004	
14	TERMINATED	May 11, 2004	
15	RETURNED MAIL	May 21, 2004	
16	TERMINATED	Jun 02, 2004	

Type of Proceeding: Extension of Time

Proceeding Number: [75151421](#)

Filing Date: Aug 10, 2002

Status: Terminated

Status Date: Dec 24, 2002

Interlocutory Attorney:

Defendant

Name: NYT MANAGEMENT SERVICES

Correspondent Address: DEBORAH L. KRAMM
HOLLAND & KNIGHT LLP

2099 PENNSYLVANIA AVENUE, NW SUITE 100
WASHINGTON DC , 20006

Associated marks			
Mark	Application Status	Serial Number	Registration Number

GATORSPORTS Abandoned - After Inter-Partes Decision [75151421](#)

Potential Opposer(s)

Name: The University Athletic Association

Correspondent Address: CHRISTINE M. CASON
KILPATRICK STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309

Name: University Athletic Association

Correspondent Address: CHRISTINE M. CASON
KILPATRICK STOCKTON LLP
1100 PEACHTREE ST STE 2800
ATLANTA GA , 30309-4530

Associated marks			
Mark	Application Status	Serial Number	Registration Number

GATORS Renewed [75353993](#) [2206967](#)

Prosecution History			
Entry Number	History Text	Date	Due Date

1	INCOMING - EXT TIME TO OPPOSE FILED	Jun 12, 2002	
2	EXTENSION OF TIME GRANTED	Aug 10, 2002	
3	INCOMING - EXT TIME TO OPPOSE FILED	Aug 26, 2002	
4	EXTENSION OF TIME GRANTED	Sep 10, 2002	
5	INCOMING - EXT TIME TO OPPOSE FILED	Aug 23, 2002	
6	EXTENSION OF TIME GRANTED	Dec 24, 2002	

EXHIBIT 3

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Mark: GATORS



US Serial Number: 75353943	Application Filing Date: Sep. 09, 1997
US Registration Number: 2205439	Registration Date: Nov. 24, 1998
Register: Principal	
Mark Type: Trademark, Service Mark	
Status: The registration has been renewed.	
Status Date: Feb. 06, 2009	
Publication Date: Sep. 01, 1998	

Mark Information

Mark Literal Elements: GATORS
Standard Character Claim: No
Mark Drawing Type: 5 - AN ILLUSTRATION DRAWING WITH WORD(S) /LETTER(S)/ NUMBER(S) INSTYLIZED FORM

Related Properties Information

Claimed Ownership of US Registrations: 1222098, 1225119, 1791016

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, boxer shorts, sweaters, coats, caps and hats

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1979

Use in Commerce: 1979

For: [entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions]

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: SECTION 8 - CANCELLED

Basis: 1(a)

First Use: 1981

Use in Commerce: 1981

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.	
Owner Address: P.O. Box 14485 Gainesville, FLORIDA 326042485 UNITED STATES	
Legal Entity Type: NOT-FOR-PROFIT CORPORATION	State or Country Where: FLORIDA

Organized:

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION INC
P O BOX 14485
GAINESVILLE, FLORIDA 32604-2485
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jun. 25, 2010	CASE FILE IN TICRS	68916
Feb. 06, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	59807
Feb. 06, 2009	REGISTERED - SEC. 9 GRANTED/CHECK RECORD FOR SEC. 8	59807
Feb. 06, 2009	REGISTERED - PARTIAL SEC. 8 (10-YR) ACCEPTED	59807
Feb. 04, 2009	POST REGISTRATION ACTION CORRECTION	59807
Jan. 30, 2009	ASSIGNED TO PARALEGAL	59807
Jan. 26, 2009	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 26, 2009	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 03, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 03, 2004	TEAS SECTION 8 & 15 RECEIVED	
Nov. 24, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 01, 1998	PUBLISHED FOR OPPOSITION	
Jul. 31, 1998	NOTICE OF PUBLICATION	
Jun. 08, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 26, 1998	ASSIGNED TO EXAMINER	74301

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted in Part

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Nov. 24, 2008

Change in Registration: Yes

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFFICE 103

Date in Location: Jul. 23, 2010

Proceedings

Summary

Number of Proceedings: 9

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW

PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swhanson@bellsouth.net

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	85480582	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatricktownsend.com , aljones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
F	Renewed	73269856	1228944
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks			
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Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944

F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street , Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: aljones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , rchou@kilpatrickstockton.com , kteilhaber@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	May 03, 2009
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , ssewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
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1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant				
Name: Howard, William				
Correspondent Address: Mr. William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES				
Associated marks				
Mark	Application Status	Serial Number	Registration Number	
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468		
Plaintiff(s)				
Name: Univesity Athletic Association				
Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart Kilpatrick Stockton LLP 1100 Peachtree StreetSuite 2800 Atlanta GA , 30309 UNITED STATES				
Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com				
Associated marks				
Mark	Application Status	Serial Number	Registration Number	
GATORS	Renewed	75353993	2206967	
GATORS	Renewed	75353943	2205439	
GATORS	Renewed	73273111	1222098	
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732	
FLORIDA GATORS	Renewed	75354125	2349246	
FIGHTING GATORS	Renewed	73269858	1225119	
F	Renewed	73269856	1228944	
	Renewed	74703704	1970217	
	Renewed	74703705	1975079	
F	Renewed	75368273	2208807	
Prosecution History				
Entry Number	History Text	Date	Due Date	
1	FILED AND FEE	Aug 06, 2008		
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008	
3	PENDING, INSTITUTED	Aug 13, 2008		
4	NOTICE OF DEFAULT	Oct 09, 2008		
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008		
6	TERMINATED	Nov 25, 2008		
Type of Proceeding: Opposition				
Proceeding Number: 91186068		Filing Date: Aug 06, 2008		
Status: Terminated		Status Date: Nov 25, 2008		
Interlocutory Attorney: ELIZABETH WINTER				
Defendant				
Name: William Howard				
Correspondent Address: William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES				
Associated marks				
Mark	Application Status	Serial Number	Registration Number	
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725		
Plaintiff(s)				
Name: University Athletic Association, Inc.				

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , alijones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967

GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

EXHIBIT 4

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Mark: GATORSDVD

GATORSDVD

US Serial Number: 77136660

Application Filing Date: Mar. 21, 2007

US Registration Number: 3812440

Registration Date: Jul. 06, 2010

Register: Principal

Mark Type: Service Mark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jul. 06, 2010

Publication Date: Apr. 20, 2010

Mark Information

Mark Literal Elements: GATORSDVD

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

Claimed Ownership of US Registrations: 2205439, 2206967

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *...* identify additional (new) wording in the goods/services.

For: On-line retail stores services in the field of DVDs concerning the University of Florida

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 2006

Use in Commerce: Jan. 2006

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.

Owner Address: P.O. Box 14485
Jacksonville, FLORIDA 326042485
UNITED STATES

Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: William H. Brewster

Docket Number: C1233.330734

Correspondent

Correspondent WILLIAM H. BREWSTER
Name/Address: KILPATRICK STOCKTON LLP
1100 PEACHTREE ST NE STE 2800
ATLANTA, GEORGIA 30309-4530
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 06, 2010	REGISTERED-PRINCIPAL REGISTER	
Apr. 20, 2010	PUBLISHED FOR OPPOSITION	
Mar. 31, 2010	NOTICE OF PUBLICATION	
Mar. 17, 2010	LAW OFFICE PUBLICATION REVIEW COMPLETED	76537
Mar. 17, 2010	APPROVED FOR PUB - PRINCIPAL REGISTER	
Oct. 22, 2009	REPORT COMPLETED SUSPENSION CHECK CASE STILL SUSPENDED	
Apr. 22, 2009	LETTER OF SUSPENSION MAILED	
Apr. 21, 2009	SUSPENSION LETTER WRITTEN	72615
Mar. 26, 2009	AMENDMENT FROM APPLICANT ENTERED	76537
Mar. 26, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	76537
Mar. 26, 2009	ASSIGNED TO LIE	76537
Mar. 25, 2009	PAPER RECEIVED	
Sep. 24, 2008	NON-FINAL ACTION MAILED	
Sep. 23, 2008	NON-FINAL ACTION WRITTEN	72615
Aug. 28, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Aug. 28, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Aug. 28, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 29, 2008	NON-FINAL ACTION MAILED	
Feb. 28, 2008	NON-FINAL ACTION WRITTEN	72615
Jan. 02, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 02, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 02, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jul. 02, 2007	NON-FINAL ACTION MAILED	
Jun. 29, 2007	NON-FINAL ACTION WRITTEN	72615
Jun. 28, 2007	ASSIGNED TO EXAMINER	72615
Mar. 27, 2007	NOTICE OF PSEUDO MARK MAILED	
Mar. 26, 2007	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Jul. 06, 2010

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377

PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street , Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: aljones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , rchou@kilpatrickstockton.com , kteilhaber@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	May 03, 2009
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

EXHIBIT 5

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Mark: FIGHTING GATORS

US Serial Number: 73269858
US Registration Number: 1225119
Register: Principal
Mark Type: Trademark
Status: The registration has been renewed.
Status Date: Feb. 19, 2013
Publication Date: Nov. 02, 1982

Application Filing Date: Jul. 11, 1980
Registration Date: Jan. 25, 1983

Mark Information

Mark Literal Elements: FIGHTING GATORS
Standard Character Claim: No
Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Apparel-Namely, Shirts, Bibs, Socks and Caps
International Class(es): 025 - Primary Class
Class Status: ACTIVE
Basis: 1(a)
First Use: 1955

U.S Class(es): 039
Use in Commerce: 1955

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.
Owner Address: P.O. Box 14485
Gainesville, FLORIDA 32604
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent University Athletic Association, Inc.

Name/Address: P.O. Box 14485
GAINESVILLE, FLORIDA 32604
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 19, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Feb. 19, 2013	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	70131
Feb. 19, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	70131
Feb. 12, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70131
Jan. 25, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 25, 2013	TEAS SECTION 8 & 9 RECEIVED	
Apr. 18, 2008	CASE FILE IN TICRS	
Mar. 26, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
Mar. 26, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Jan. 17, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 17, 2003	PAPER RECEIVED	
Aug. 30, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Apr. 11, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 25, 1983	REGISTERED-PRINCIPAL REGISTER	
Nov. 02, 1982	PUBLISHED FOR OPPOSITION	
Sep. 21, 1982	NOTICE OF PUBLICATION	
Sep. 16, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 1981	NON-FINAL ACTION MAILED	
Jun. 17, 1981	ASSIGNED TO EXAMINER	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Jan. 25, 2013

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Feb. 19, 2013

Proceedings

Summary

Number of Proceedings: 10

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW
PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swhanson@bellsouth.net

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	85480582	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatricktownsend.com , ajones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
F	Renewed	73269856	1228944
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant	
Name: Lawrence J Navarro	
Correspondent Address: LAWRENCE J NAVARRO 8362 PINES BLVD STE 377 PEMBROKE PINES FL , 33024-6600 UNITED STATES	
Correspondent e-mail: lnavarro@lnavarropa.com	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS			

GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098

GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	Jun 22, 2009
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street , Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , rchou@kilpatrickstockton.com , kteilhaber@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date

1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , ssstewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	

4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008
6	TERMINATED	Nov 26, 2008

Type of Proceeding: OppositionProceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATESCorrespondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: OppositionProceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard

Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	
Plaintiff(s)			

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant	
Name: William Howard	
Correspondent Address: William Howard Morgan and Morgan 201 N. Franklin Street, 7th Floor Tampa FL , 33602 UNITED STATES	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	
Plaintiff(s)			

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800

Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: ss Stewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and	78763863	3232732

	Acknowledged		
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL
SQUIRE, SANDERS & DEMPSEY, LLP
4900 KEY TOWER, 127 PUBLIC SQUARE
CLEVELAND OH , 44114-1304
UNITED STATES

Correspondent e-mail: sketler@ssd.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

EXHIBIT 6

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Mark: FLORIDA GATORS

FLORIDA GATORS

US Serial Number: 75354125

Application Filing Date: Sep. 09, 1997

US Registration Number: 2349246

Registration Date: May 16, 2000

Register: Principal

Mark Type: Trademark, Service Mark

Status: The registration has been renewed.

Status Date: Mar. 31, 2010

Publication Date: Feb. 22, 2000

Mark Information

Mark Literal Elements: FLORIDA GATORS

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Acquired Distinctiveness Claim: In part

Distinctiveness Limitation Statement: as to "FLORIDA"

Related Properties Information

Claimed Ownership of US Registrations: 1222098, 1225119, 1791016

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1980

Use in Commerce: 1980

For: entertainment services, namely, arranging and conducting athletic events, tournaments and exhibitions

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: 1977

Use in Commerce: 1977

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.

Owner Address: P.O. Box 14485
Gainesville, FLORIDA 326042485

UNITED STATES
Legal Entity Type: CORPORATION

State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION INC
PO BOX 14485
GAINESVILLE, FLORIDA 32604-2485
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Mar. 31, 2010	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	73376
Mar. 31, 2010	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 15, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	73376
Mar. 12, 2010	TEAS SECTION 8 & 9 RECEIVED	
Jul. 05, 2007	CASE FILE IN TICRS	
Apr. 25, 2006	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	61619
Apr. 12, 2006	ASSIGNED TO PARALEGAL	61619
Jan. 23, 2006	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jan. 23, 2006	TEAS SECTION 8 & 15 RECEIVED	
May 16, 2000	REGISTERED-PRINCIPAL REGISTER	
Feb. 22, 2000	PUBLISHED FOR OPPOSITION	
Jan. 21, 2000	NOTICE OF PUBLICATION	
Oct. 12, 1999	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 13, 1999	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 12, 1999	NON-FINAL ACTION MAILED	
Dec. 14, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jun. 12, 1998	NON-FINAL ACTION MAILED	
Jun. 08, 1998	ASSIGNED TO EXAMINER	74301
May 27, 1998	ASSIGNED TO EXAMINER	59228

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 16, 2010

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: Not Found

Date in Location: Mar. 31, 2010

Proceedings

Summary

Number of Proceedings: 9

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Status: Pending

Filing Date: Aug 29, 2012

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW
PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swhanson@bellsouth.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR SHOP	Opposition Pending	85480582	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatricktownsend.com , aljones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
F	Renewed	73269856	1228944
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800

ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791

THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street , Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: alijones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , rchou@kilpatrickstockton.com , kteilhaber@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246

FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number

GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	
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Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , sstewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079

F

Renewed

[75368273](#)[2208807](#)

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: OppositionProceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: OppositionProceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	

Plaintiff(s)

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , stewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: OppositionProceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: William Howard

Correspondent Address: William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	
Plaintiff(s)			

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant	
Name: Lawrence Wright, D.M.	
Correspondent Address: Richelle Wright Lawrence Wright & Partners 17951 SW 12th Court Pembroke Pines, FL 3 Pembroke Pines FL , 33029 UNITED STATES	
Correspondent e-mail: info@lawrencewrightandpartners.com	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

EXHIBIT 7

Generated on: This page was generated by TSDR on 2013-07-25 10:07:25 EDT

Mark: GATOR VISION

GATOR VISION

US Serial Number: 78763863
US Registration Number: 3232732
Register: Principal
Mark Type: Trademark, Service Mark
Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.
Status Date: May 24, 2013
Publication Date: Feb. 06, 2007

Application Filing Date: Nov. 30, 2005
Registration Date: Apr. 24, 2007

Mark Information

Mark Literal Elements: GATOR VISION
Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.
Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *...* identify additional (new) wording in the goods/services.

For: Clothing, namely, shirts
International Class(es): 025 - Primary Class
U.S Class(es): 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 1998
Use in Commerce: Aug. 1998

For: entertainment services, namely providing sporting events over the internet
International Class(es): 041 - Primary Class
U.S Class(es): 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Aug. 1998
Use in Commerce: Aug. 1998

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: UNIVERSITY ATHLETIC ASSOCIATION INC
Owner Address: P.O. Box 14485
Gainesville, FLORIDA 326042485
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: William H. Brewster

Docket Number: Alicia G. Jo

Attorney Primary Email Address: tmadmin@kilpatrickstockton.com

Attorney Email Authorized: No

Correspondent

Correspondent Name/Address: UNIVERSITY ATHLETIC ASSOCIATION INC
P.O. Box 14485
Gainesville, FLORIDA 32604-2485
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com

Correspondent e-mail Authorized: No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
May 24, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
May 24, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	68335
May 24, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	68335
May 03, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
May 03, 2013	TEAS SECTION 8 & 15 RECEIVED	
Apr. 24, 2007	REGISTERED-PRINCIPAL REGISTER	
Feb. 06, 2007	PUBLISHED FOR OPPOSITION	
Jan. 17, 2007	NOTICE OF PUBLICATION	
Dec. 13, 2006	LAW OFFICE PUBLICATION REVIEW COMPLETED	70824
Dec. 12, 2006	ASSIGNED TO LIE	70824
Nov. 27, 2006	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 27, 2006	EXAMINERS AMENDMENT MAILED	
Nov. 27, 2006	EXAMINER'S AMENDMENT ENTERED	88888
Nov. 27, 2006	EXAMINERS AMENDMENT -WRITTEN	76720
Jun. 05, 2006	NON-FINAL ACTION MAILED	
Jun. 02, 2006	NON-FINAL ACTION WRITTEN	76720
Jun. 02, 2006	ASSIGNED TO EXAMINER	76720
Feb. 08, 2006	APPLICANT AMENDMENT PRIOR TO EXAMINATION - ENTERED	73797
Feb. 08, 2006	TEAS VOLUNTARY AMENDMENT RECEIVED	
Dec. 07, 2005	NEW APPLICATION ENTERED IN TRAM	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 110

Date in Location: May 24, 2013

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , alijones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Cancellation

Proceeding Number: [92050712](#)

Filing Date: Mar 23, 2009

Status: Terminated

Status Date: Apr 08, 2010

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Tel Ra Productions

Correspondent Address: William W. Orr
489 Devon Park Drive, Suite 314
Wayne PA , 19087
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS VIDEO SERIES	Cancelled - Section 18	77144609	3339116

Plaintiff(s)**Name:** University Athletic Association, Inc.**Correspondent Address:** Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA, 30309
UNITED STATES**Correspondent e-mail:** aljones@kilpatrickstockton.com, chenn@kilpatrickstockton.com, rchou@kilpatrickstockton.com, kteilhaber@kilpatrickstockton.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Mar 23, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Mar 24, 2009	May 03, 2009
3	PENDING, INSTITUTED	Mar 24, 2009	
4	D'S MOTION FOR AN EXTENSION OF TIME	Apr 29, 2009	
5	COPY OF MOTION FORWARDED TO PL'S	Apr 29, 2009	
6	EXTENSION OF TIME GRANTED	Jun 12, 2009	
7	P'S MOTION FOR DEFAULT JUDGEMENT	Jun 12, 2009	
8	D'S MOTION FOR AN EXTENSION OF TIME	Jun 17, 2009	
9	TRIAL DATES RESET	Nov 16, 2009	
10	P'S MOTION FOR DEFAULT JUDGEMENT	Jan 05, 2010	
11	BOARD'S DECISION: GRANTED	Feb 12, 2010	
12	COMMR'S ORDER CANCELLING REGISTRATION	Apr 08, 2010	
13	TERMINATED	Apr 08, 2010	

Type of Proceeding: Opposition**Proceeding Number:** [91185666](#)**Filing Date:** Aug 06, 2008**Status:** Terminated**Status Date:** Nov 26, 2008**Interlocutory Attorney:** MARY CATHERINE FAINT**Defendant****Name:** William Howard**Correspondent Address:** Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL, 33602
UNITED STATES**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)**Name:** University Athletic Association, Inc.**Correspondent Address:** Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA, 30309-4530
UNITED STATES**Correspondent e-mail:** tmadmin@kilpatrickstockton.com, aljones@kilpatrickstockton.com, lkemp@kilpatrickstockton.com, ssewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	Sep 16, 2008
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	

Plaintiff(s)

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	

4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: William Howard

Correspondent Address: William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners

17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

EXHIBIT 8

Generated on: This page was generated by TSDR on 2013-07-25 15:27:08 EDT

Mark: F



US Serial Number: 73269856
US Registration Number: 1228944
Register: Principal
Mark Type: Trademark
Status: The registration has been renewed.
Status Date: May 16, 2003
Publication Date: Jul. 20, 1982

Application Filing Date: Jul. 11, 1980
Registration Date: Mar. 01, 1983

Mark Information

Mark Literal Elements: F
Standard Character Claim: No
Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)
Design Search Code(s): 03.21.05 - Alligators; Crocodiles
03.21.26 - Costumed reptiles, frogs and snails and those with human attributes

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Apparel-Namely, Shirts, Sweaters, Belts and Caps
International Class(es): 025 - Primary Class
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 1980
U.S Class(es): 039
Use in Commerce: Jan. 1980

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.
Owner Address: P.O. Box 14485
Gainesville, FLORIDA 32604
UNITED STATES
Legal Entity Type: CORPORATION
State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: ROBERT DUCKWORTH

Correspondent

Correspondent: DUCKWORTH, ALLEN, DYER & DOPPELT

Name/Address: ONE S ORANGE AVE
STE 600
P O BOX 3791
ORLANDO, FLORIDA 32802
UNITED STATES

Domestic Representative

Domestic Representative Name: DUCKWORTH, ALLEN, DYER & DOPPELT

Prosecution History

Date	Description	Proceeding Number
Apr. 11, 2008	CASE FILE IN TICRS	
May 16, 2003	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	
May 16, 2003	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 03, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 03, 2003	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 03, 2003	PAPER RECEIVED	
Oct. 15, 1988	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 03, 1988	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Mar. 01, 1983	REGISTERED-PRINCIPAL REGISTER	
Jul. 20, 1982	PUBLISHED FOR OPPOSITION	
Jun. 08, 1982	NOTICE OF PUBLICATION	
May 20, 1982	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 14, 1981	NON-FINAL ACTION MAILED	
Jun. 17, 1981	ASSIGNED TO EXAMINER	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Mar. 01, 2003

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Apr. 11, 2008

Proceedings

Summary

Number of Proceedings: 9

Type of Proceeding: Opposition

Proceeding Number: [91206761](#)

Filing Date: Aug 29, 2012

Status: Pending

Status Date: Aug 29, 2012

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Incentive Marketing, Inc.

Correspondent Address: SVEN W HANSON
SVEN W HANSON ATTORNEY AT LAW
PO BOX 357429
GAINESVILLE FL , 32635-7429
UNITED STATES

Correspondent e-mail: swhanson@bellsouth.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
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GATOR SHOP

Plaintiff(s)**Name:** University Athletic Association**Correspondent Address:** ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES**Correspondent e-mail:** tmadmin@kilpatricktownsend.com , aljones@ktslaw.com , rchou@ktslaw.com , hhenderson@ktslaw.com , brook@kilpatricktownsend.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
F	Renewed	73269856	1228944
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 29, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 29, 2012	Oct 08, 2012
3	PENDING, INSTITUTED	Aug 29, 2012	
4	ANSWER	Oct 03, 2012	
5	P TESTIMONY	Jun 10, 2013	

Type of Proceeding: Opposition**Proceeding Number:** [91203679](#)**Filing Date:** Feb 06, 2012**Status:** Terminated**Status Date:** Feb 21, 2012**Interlocutory Attorney:** ROBERT COGGINS**Defendant****Name:** Lawrence J Navarro**Correspondent Address:** LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES**Correspondent e-mail:** lnavarro@lnavarropa.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)**Name:** University Athletic Association**Correspondent Address:** ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES**Correspondent e-mail:** tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217

	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: madmin@kilpatrickstockton.com, ajones@kilpatrickstockton.com, rchou@kilpatrickstockton.com, brook@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246

FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number

GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	
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Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , ssewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number

GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry	History Text	Date	Due Date

Number			
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	
Plaintiff(s)			

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree StreetSuite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: William Howard

Correspondent Address: William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	
Plaintiff(s)			

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: ssewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098

GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL
SQUIRE, SANDERS & DEMPSEY, LLP
4900 KEY TOWER, 127 PUBLIC SQUARE
CLEVELAND OH , 44114-1304
UNITED STATES

Correspondent e-mail: sketler@ssd.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

EXHIBIT 9

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Mark: F



US Serial Number: 75368273

Application Filing Date: Oct. 06, 1997

US Registration Number: 2208807

Registration Date: Dec. 08, 1998

Register: Principal

Mark Type: Trademark

Status: The registration has been renewed.

Status Date: Nov. 26, 2008

Publication Date: Sep. 15, 1998

Mark Information

Mark Literal Elements: F

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 03.21.05 - Alligators; Crocodiles
03.21.26 - Costumed reptiles, frogs and snails and those with human attributes

Related Properties Information

Claimed Ownership of US Registrations: 1228944, 1970217, 1975079

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: clothing, namely, shirts, T-shirts, sweat shirts, sweat pants, sweaters, coats, caps and hats

International Class(es): 025 - Primary Class

U.S Class(es): 022, 039

Class Status: ACTIVE

Basis: 1(a)

First Use: 1995

Use in Commerce: 1995

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.

Owner Address: P.O. Box 144855
Gainesville, FLORIDA 326042485
UNITED STATES

Legal Entity Type: NOT-FOR-PROFIT CORPORATION

State or Country Where: FLORIDA

Organized:

Attorney/Correspondence Information

Attorney of Record - None
Correspondent

Correspondent Name/Address: JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION INC
P O BOX 144855
GAINESVILLE, FLORIDA 32604-2485
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 14, 2010	CASE FILE IN TICRS	59554
Nov. 26, 2008	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	67723
Nov. 26, 2008	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Nov. 19, 2008	ASSIGNED TO PARALEGAL	67723
Nov. 11, 2008	TEAS SECTION 8 & 9 RECEIVED	
Oct. 16, 2004	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Sep. 03, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Sep. 03, 2004	TEAS SECTION 8 & 15 RECEIVED	
Dec. 08, 1998	REGISTERED-PRINCIPAL REGISTER	
Sep. 15, 1998	PUBLISHED FOR OPPOSITION	
Aug. 14, 1998	NOTICE OF PUBLICATION	
Jun. 30, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jun. 25, 1998	EXAMINER'S AMENDMENT MAILED	
Jun. 19, 1998	ASSIGNED TO EXAMINER	73355

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Dec. 08, 2008

TM Staff and Location Information

TM Staff Information - None
File Location

Current Location: TMEG LAW OFFICE 105

Date in Location: Jul. 15, 2010

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant			
Name: READ MY T, INC.			
Correspondent Address: MARK J. YOUNG MARK YOUNG, P.A. 12086 FORT CAROLINE RD STE 202 JACKSONVILLE FL , 32225-2689 UNITED STATES			
Correspondent e-mail: myoung@myoungpa.com			

Associated marks			
Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530

UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com, aljones@kilpatrickstockton.com, lkemp@kilpatrickstockton.com, ssewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: OppositionProceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com, ssewart@kilpatrickstockton.com, aljones@kilpatrickstockton.com, lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246

FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	

Plaintiff(s)

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , alijones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008

3	PENDING, INSTITUTED	Aug 13, 2008
4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: William Howard

Correspondent Address: William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant	
Name: Gator Aviation Services, LLC	
Correspondent Address: JAMES D. TROXELL SQUIRE, SANDERS & DEMPSEY, LLP 4900 KEY TOWER, 127 PUBLIC SQUARE CLEVELAND OH , 44114-1304 UNITED STATES	
Correspondent e-mail: sketler@ssd.com	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641
Plaintiff(s)			
Name: University Athletic Association			

Correspondent Address: Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

EXHIBIT 10

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Mark:



US Serial Number: 74703704
US Registration Number: 1970217
Register: Principal
Mark Type: Service Mark
Status: The registration has been renewed.
Status Date: May 16, 2006
Publication Date: Jan. 30, 1996

Application Filing Date: Jul. 20, 1995
Registration Date: Apr. 23, 1996

Mark Information

Mark Literal Elements: None
Standard Character Claim: No
Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark: The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.
Design Search Code(s): 03.21.05 - Alligators; Crocodiles
03.21.24 - Stylized reptiles, frogs and snails
26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric
26.03.21 - Ovals that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 1222098, 1228944

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: entertainment services, namely conducting intercollegiate athletic events
International Class(es): 041 - Primary Class
U.S Class(es): 100, 101, 107
Class Status: ACTIVE
Basis: 1(a)
First Use: Nov. 1994
Use in Commerce: Nov. 1994

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: UNIVERSITY ATHLETIC ASSOCIATION, INC.
Owner Address: BEN HILL GRIFFITH STADIUM NORTH-SOUTH DRIVE
GAINESVILLE, FLORIDA 32611
UNITED STATES
Legal Entity Type: NONPROFIT CORPORATION
State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION
BEN HILL GRIFFITH STADIUM
NORTH-SOUTH DR
GAINESVILLE, FLORIDA 32611
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Aug. 15, 2006	CASE FILE IN TICRS	
May 16, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
May 16, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 03, 2006	ASSIGNED TO PARALEGAL	61619
Jan. 23, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 23, 2006	TEAS SECTION 8 & 9 RECEIVED	
Aug. 10, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 20, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Apr. 23, 1996	REGISTERED-PRINCIPAL REGISTER	
Jan. 30, 1996	PUBLISHED FOR OPPOSITION	
Dec. 29, 1995	NOTICE OF PUBLICATION	
Nov. 27, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 22, 1995	ASSIGNED TO EXAMINER	70425

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: Apr. 23, 2006

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Aug. 15, 2006

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , alijones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , hhenderson@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones

KILPATRICK STOCKTON LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	
Plaintiff(s)			

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com, aljones@kilpatrickstockton.com, lkemp@kilpatrickstockton.com, ssewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	Sep 16, 2008
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com, ssewart@kilpatrickstockton.com, aljones@kilpatrickstockton.com, lkemp@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246

FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	

Plaintiff(s)

Name: Univesity Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , alijones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008

3	PENDING, INSTITUTED	Aug 13, 2008
4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: William Howard

Correspondent Address: William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners
17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant	
Name: Gator Aviation Services, LLC	
Correspondent Address: JAMES D. TROXELL SQUIRE, SANDERS & DEMPSEY, LLP 4900 KEY TOWER, 127 PUBLIC SQUARE CLEVELAND OH , 44114-1304 UNITED STATES	
Correspondent e-mail: sketler@ssd.com	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641
Plaintiff(s)			
Name: University Athletic Association			

Correspondent Address: Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

EXHIBIT 11

Generated on: This page was generated by TSDR on 2013-07-25 10:11:22 EDT

Mark:



US Serial Number: 74703705
US Registration Number: 1975079
Register: Principal
Mark Type: Trademark
Status: The registration has been renewed.
Status Date: May 16, 2006
Publication Date: Feb. 27, 1996

Application Filing Date: Jul. 20, 1995
Registration Date: May 21, 1996

Mark Information

Mark Literal Elements: None
Standard Character Claim: No
Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)
Description of Mark: The mark sought to be registered comprises the mark DESIGN OF ALLIGATOR consisting of a fanciful depiction of an alligator head with an aggressive appearance protruding from an encircling oblong.
Design Search Code(s): 03.21.05 - Alligators; Crocodiles
03.21.24 - Stylized reptiles, frogs and snails
26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric
26.03.21 - Ovals that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 1222098, 1228944

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: wearing apparel, namely tee-shirts, hats and shorts
International Class(es): 025 - Primary Class
U.S Class(es): 022, 039
Class Status: ACTIVE
Basis: 1(a)
First Use: Jan. 01, 1995
Use in Commerce: Jan. 01, 1995

Basis Information (Case Level)

Filed Use: Yes	Currently Use: Yes	Amended Use: No
Filed ITU: No	Currently ITU: No	Amended ITU: No
Filed 44D: No	Currently 44D: No	Amended 44D: No
Filed 44E: No	Currently 44E: No	Amended 44E: No
Filed 66A: No	Currently 66A: No	
Filed No Basis: No	Currently No Basis: No	

Current Owner(s) Information

Owner Name: UNIVERSITY ATHLETIC ASSOCIATION, INC.
Owner Address: BEN HILL GRIFFIN STADIUM NORTH-SOUTH DRIVE
GAINESVILLE, FLORIDA 32611
UNITED STATES
Legal Entity Type: NONPROFIT CORPORATION
State or Country Where Organized: FLORIDA

Attorney/Correspondence Information

Attorney of Record - None

Correspondent

Correspondent Name/Address: JEREMY FOLEY
UNIVERSITY ATHLETIC ASSOCIATION
BEN HILL GRIFFIN STADIUM
NORTH-SOUTH DR
GAINESVILLE, FLORIDA 32611
UNITED STATES

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 09, 2009	NOTICE OF DESIGN SEARCH CODE MAILED	
Jun. 11, 2007	CASE FILE IN TICRS	
May 16, 2006	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	61619
May 16, 2006	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
May 03, 2006	ASSIGNED TO PARALEGAL	61619
Jan. 23, 2006	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Jan. 23, 2006	TEAS SECTION 8 & 9 RECEIVED	
Aug. 10, 2001	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Jun. 20, 2001	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
May 21, 1996	REGISTERED-PRINCIPAL REGISTER	
Feb. 27, 1996	PUBLISHED FOR OPPOSITION	
Jan. 26, 1996	NOTICE OF PUBLICATION	
Nov. 27, 1995	APPROVED FOR PUB - PRINCIPAL REGISTER	

Maintenance Filings or Post Registration Information

Affidavit of Continued Use: Section 8 - Accepted

Affidavit of Incontestability: Section 15 - Accepted

Renewal Date: May 21, 2006

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: SCANNING ON DEMAND

Date in Location: Jun. 11, 2007

Proceedings

Summary

Number of Proceedings: 8

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks

Mark	Application Status	Serial	Registration
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		Number	Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatricktownsend.com , rchou@kilpatricktownsend.com , henderson@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91190191](#)

Filing Date: May 13, 2009

Status: Terminated

Status Date: Sep 10, 2009

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: READ MY T, INC.

Correspondent Address: MARK J. YOUNG
MARK YOUNG, P.A.
12086 FORT CAROLINE RD STE 202
JACKSONVILLE FL , 32225-2689
UNITED STATES

Correspondent e-mail: myoung@myoungpa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
SWAMP LIFE	Registered	77319367	3697472

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones
KILPATRICK STOCKTON LLP

1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , rchou@kilpatrickstockton.com , brook@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
THE SWAMP	Renewed	74451774	1897791
THE SWAMP	Registered	78784248	3241595
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 13, 2009	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 13, 2009	Jun 22, 2009
3	PENDING, INSTITUTED	May 13, 2009	
4	NOTICE OF DEFAULT	Jul 07, 2009	
5	D'S RESPONSE TO BOARD ORDER/INQUIRY	Jul 13, 2009	
6	ANSWER	Jul 13, 2009	
7	D'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Jul 13, 2009	
8	#4 DISCHARGED; TRIAL DATES RESET	Jul 21, 2009	
9	WITHDRAWAL OF OPPOSITION	Sep 10, 2009	
10	BD'S DECISION: DISMISSED W/O PREJUDICE	Sep 10, 2009	
11	TERMINATED	Sep 10, 2009	

Type of Proceeding: Opposition

Proceeding Number: [91185666](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 26, 2008

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: William Howard

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOR REPEAT	Abandoned - After Inter-Partes Decision	77142485	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309-4530
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com , sstewart@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 09, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 26, 2008	
6	TERMINATED	Nov 26, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185672](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 24, 2008

Interlocutory Attorney: CHERYL A BUTLER

Defendant

Name: Howard, William

Correspondent Address: Mr. William Howard
Morgan and Morgan
201 N. Franklin Street, 7th floor
Tampa FL , 33602
UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORPEAT	Abandoned - After Inter-Partes Decision	77142491	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones, Stacy R. Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119

F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 07, 2008	Sep 16, 2008
3	PENDING, INSTITUTED	Aug 07, 2008	
4	NOTICE OF DEFAULT	Oct 07, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 24, 2008	
6	TERMINATED	Nov 24, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185754](#) **Filing Date:** Aug 06, 2008
Status: Terminated **Status Date:** Nov 25, 2008
Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Howard, William
Correspondent Address: Mr. William Howard
 Morgan and Morgan
 201 N. Franklin Street, 7th Floor
 Tampa FL , 33602
 UNITED STATES

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATOREPEAT	Abandoned - After Inter-Partes Decision	77142468	

Plaintiff(s)

Name: Univesity Athletic Association
Correspondent Address: Alicia Grahn Jones, Stacy R. Stewart
 Kilpatrick Stockton LLP
 1100 Peachtree Street Suite 2800
 Atlanta GA , 30309
 UNITED STATES
Correspondent e-mail: tadmin@kilpatrickstockton.com , sstewart@kilpatrickstockton.com , aljones@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 13, 2008	Sep 22, 2008
3	PENDING, INSTITUTED	Aug 13, 2008	

4	NOTICE OF DEFAULT	Oct 09, 2008
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008
6	TERMINATED	Nov 25, 2008

Type of Proceeding: Opposition

Proceeding Number: [91186068](#)

Filing Date: Aug 06, 2008

Status: Terminated

Status Date: Nov 25, 2008

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: William Howard

Correspondent Address: William Howard
Morgan and Morgan
201 N. Franklin Street, 7th Floor
Tampa FL , 33602
UNITED STATES

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATOR-PEAT	Abandoned - After Inter-Partes Decision	77143725	

Plaintiff(s)

Name: University Athletic Association, Inc.

Correspondent Address: Stacy Raphael Stewart
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: sstewart@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATORS	Renewed	73273111	1222098
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 06, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 28, 2008	Oct 07, 2008
3	PENDING, INSTITUTED	Aug 28, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Oct 14, 2008	
5	BOARD'S DECISION: SUSTAINED	Nov 25, 2008	
6	TERMINATED	Nov 25, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91185227](#)

Filing Date: Jul 16, 2008

Status: Terminated

Status Date: Oct 09, 2008

Interlocutory Attorney: LINDA M SKORO

Defendant

Name: Lawrence Wright, D.M.

Correspondent Address: Richelle Wright
Lawrence Wright & Partners

17951 SW 12th Court Pembroke Pines, FL 3
Pembroke Pines FL , 33029
UNITED STATES

Correspondent e-mail: info@lawrencewrightandpartners.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
IF YOU AIN'T A GATOR, YOU MUST BE GATOR BAIT!	Abandoned - After Inter-Partes Decision	78846453	
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Charles R. Henn, Alicia Grahn Jones
Kilpatrick Stockton LLP
1100 Peachtree Street Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com , ajones@kilpatrickstockton.com , chenn@kilpatrickstockton.com , lkemp@kilpatrickstockton.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 16, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 16, 2008	Aug 25, 2008
3	PENDING, INSTITUTED	Jul 16, 2008	
4	P'S MOTION FOR DEFAULT JUDGEMENT	Sep 05, 2008	
5	BOARD'S DECISION: SUSTAINED	Oct 09, 2008	
6	TERMINATED	Oct 09, 2008	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant	
Name: Gator Aviation Services, LLC	
Correspondent Address: JAMES D. TROXELL SQUIRE, SANDERS & DEMPSEY, LLP 4900 KEY TOWER, 127 PUBLIC SQUARE CLEVELAND OH , 44114-1304 UNITED STATES	
Correspondent e-mail: sketler@ssd.com	

Associated marks			
Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641
Plaintiff(s)			

Name: University Athletic Association

Correspondent Address: Alicia Grahn Jones

Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

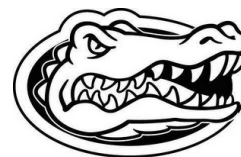
Associated marks			
Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

EXHIBIT 12

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Mark:



US Serial Number: 78822582

Application Filing Date: Feb. 24, 2006

US Registration Number: 3352139

Registration Date: Dec. 11, 2007

Register: Principal

Mark Type: Trademark

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Dec. 11, 2007

Publication Date: Sep. 25, 2007

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Acquired Distinctiveness Claim: In whole

Design Search Code(s): 03.21.05 - Alligators; Crocodiles
03.21.24 - Stylized reptiles, frogs and snails
26.03.07 - Ovals with a decorative border, including scalloped, ruffled and zig-zag edges
26.03.17 - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric
26.03.21 - Ovals that are completely or partially shaded

Related Properties Information

Claimed Ownership of US Registrations: 1970217, 1975079

Goods and Services

Note: The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of
- Asterisks *..* identify additional (new) wording in the goods/services.

For: lapel pins, watches, precious metal money clips, pendants, earrings, tie tacks, rings, bracelets, bracelet charms, precious metal key chains

International Class(es): 014 - Primary Class

U.S Class(es): 002, 027, 028, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1995

Use in Commerce: Jan. 01, 1995

For: notebooks, paper tablecloths, paper gift bags, temporary tattoos, gift wrap paper, calendars, memo pads, pencils, pens, greeting cards, address labels, stationery, printed party invitations, photo albums, self-stick notes, namely, adhesive notepads, tissue paper for wrapping presents

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1995

Use in Commerce: Jan. 01, 1995

For: bowls, ceramic mugs, travel mugs, plastic mugs, pilsner drinking glasses, drinking stems, candy jars, glass storage jars, paper plates, plastic cups, paper cups, bottle openers, crystal decanters, drinking glasses

International Class(es): 021 - Primary Class

U.S Class(es): 002, 013, 023, 029, 030, 033, 040, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1995

Use in Commerce: Jan. 01, 1995

For: paper streamers, namely, party streamers made of paper, basketballs, footballs, golf balls, divot repair tools, volleyballs, baseballs, soccer balls, basketball hoop backboards, stuffed toy animals, checker games, dart games, playing cards, puzzles, snow globes, Christmas tree ornaments

International Class(es): 028 - Primary Class

U.S Class(es): 022, 023, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 01, 1995

Use in Commerce: Jan. 01, 1995

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Amended Use: No

Filed ITU: No

Currently ITU: No

Amended ITU: No

Filed 44D: No

Currently 44D: No

Amended 44D: No

Filed 44E: No

Currently 44E: No

Amended 44E: No

Filed 66A: No

Currently 66A: No

Filed No Basis: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: University Athletic Association, Inc.

Owner Address: P.O. Box 14485
Gainesville, FLORIDA 326042485
UNITED STATES

Legal Entity Type: CORPORATION

**State or Country Where
Organized:** FLORIDA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: William H. Brewster

Docket Number: Alicia G. Jo

**Attorney Primary Email
Address:** tmadmin@kilpatrickstockton.com

**Attorney Email
Authorized:** No

Correspondent

**Correspondent
Name/Address:** WILLIAM H BREWSTER
KILPATRICK STOCKTON LLP
1100 PEACHTREE ST NE STE 2800
ATLANTA, GEORGIA 30309-4530
UNITED STATES

Phone: (404) 815-6500

Fax: (404) 815-6555

Correspondent e-mail: tmadmin@kilpatrickstockton.com

**Correspondent e-mail
Authorized:** No

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 11, 2007	REGISTERED-PRINCIPAL REGISTER	
Sep. 25, 2007	PUBLISHED FOR OPPOSITION	
Sep. 05, 2007	NOTICE OF PUBLICATION	
Aug. 17, 2007	LAW OFFICE PUBLICATION REVIEW COMPLETED	76984
Aug. 17, 2007	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 16, 2007	TEAS/EMAIL CORRESPONDENCE ENTERED	76984
Aug. 16, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76984
Aug. 15, 2007	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 26, 2007	NON-FINAL ACTION MAILED	
Feb. 26, 2007	NON-FINAL ACTION WRITTEN	76935
Jan. 25, 2007	AMENDMENT FROM APPLICANT ENTERED	76984
Jan. 25, 2007	CORRESPONDENCE RECEIVED IN LAW OFFICE	76984
Jan. 25, 2007	ASSIGNED TO LIE	76984
Dec. 26, 2006	PAPER RECEIVED	

Jun. 26, 2006	NON-FINAL ACTION MAILED	
Jun. 24, 2006	NON-FINAL ACTION WRITTEN	76935
Jun. 24, 2006	ASSIGNED TO EXAMINER	76935
Mar. 03, 2006	NOTICE OF DESIGN SEARCH CODE MAILED	
Mar. 02, 2006	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Dec. 11, 2007

Proceedings

Summary

Number of Proceedings: 2

Type of Proceeding: Opposition

Proceeding Number: [91203679](#)

Filing Date: Feb 06, 2012

Status: Terminated

Status Date: Feb 21, 2012

Interlocutory Attorney: ROBERT COGGINS

Defendant

Name: Lawrence J Navarro

Correspondent Address: LAWRENCE J NAVARRO
8362 PINES BLVD STE 377
PEMBROKE PINES FL , 33024-6600
UNITED STATES

Correspondent e-mail: lnavarro@lnavarropa.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85275931	
GIT GATOR BIT	Abandoned - After Inter-Partes Decision	85277518	

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: ALICIA GRAHN JONES
KILPATRICK TOWNSEND & STOCKTON LLP
1100 PEACHTREE STREET, SUITE 2800
ATLANTA GA , 30309
UNITED STATES

Correspondent e-mail: tmadmin@kilpatrickstockton.com, ajones@kilpatricktownsend.com, rchou@kilpatricktownsend.com, hhenderson@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
GATORS	Renewed	75353993	2206967
GATORS	Renewed	75353943	2205439
	Renewed	74703704	1970217
	Renewed	74703705	1975079
	Registered	78822582	3352139
F	Renewed	73269856	1228944
F	Renewed	75368273	2208807
FLORIDA GATORS	Renewed	75354125	2349246
FIGHTING GATORS	Renewed	73269858	1225119
GATOR VISION	Section 8 and 15 - Accepted and Acknowledged	78763863	3232732
GATORSDVD	Registered	77136660	3812440

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Feb 06, 2012	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 06, 2012	Mar 17, 2012
3	PENDING, INSTITUTED	Feb 06, 2012	
4	WITHDRAWAL OF APPLICATION	Feb 10, 2012	
5	BOARD'S DECISION: SUSTAINED	Feb 21, 2012	
6	TERMINATED	Feb 21, 2012	

Type of Proceeding: Opposition

Proceeding Number: [91184503](#)

Filing Date: Jun 09, 2008

Status: Terminated

Status Date: Aug 12, 2008

Interlocutory Attorney: FRANCES S WOLFSON

Defendant

Name: Gator Aviation Services, LLC

Correspondent Address: JAMES D. TROXELL
SQUIRE, SANDERS & DEMPSEY, LLP
4900 KEY TOWER, 127 PUBLIC SQUARE
CLEVELAND OH , 44114-1304
UNITED STATES

Correspondent e-mail: sketler@ssd.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GA	Registered	77078846	3500641

Plaintiff(s)

Name: University Athletic Association

Correspondent Address: Alicia Grahm Jones
Kilpatrick Stockton LLP
1100 Peachtree Street, Suite 2800
Atlanta GA , 30309
UNITED STATES

Correspondent e-mail: mdrucker@clc.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
GATORS	Renewed	73273111	1222098
FIGHTING GATORS	Renewed	73269858	1225119
GATORS	Cancelled - Section 8	74054588	1791016
GATORS	Renewed	75353993	2206967
F	Renewed	73269856	1228944
	Renewed	74703704	1970217
	Renewed	74703705	1975079
F	Renewed	75368273	2208807
	Registered	78822582	3352139

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 09, 2008	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 10, 2008	Jul 20, 2008
3	PENDING, INSTITUTED	Jun 10, 2008	
4	STIPULATION FOR AN EXTENSION OF TIME	Jul 15, 2008	
5	EXTENSION OF TIME GRANTED	Jul 15, 2008	
6	WITHDRAWAL OF OPPOSITION	Aug 07, 2008	
7	BD'S DECISION: DISMISSED W/O PREJUDICE	Aug 12, 2008	
8	TERMINATED	Aug 12, 2008	

EXHIBIT 13



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**Nike Vintage Royal
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**Nike Royal Gator
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**Nike 2011
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2011 Gator Schedule

Apr 9	Orange & Blue
Sep 3	FL Atlantic
Sep 10	Alabama-Birmingham
Sep 17	Tennessee
Sep 24	@ Kentucky
Oct 1	Alabama
Oct 8	@ LSU
Oct 15	@ Auburn
Oct 29	Georgia
Nov 5	Vanderbilt
Nov 12	@ S. Carolina
Nov 19	Furman
Nov 26	FSU

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- Mens Wear
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Cornhole Game**



**Nike Sideline
Visor Royal**



**Gator Tervis Polka
Dot Tumbler w/ Lid**



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Friends T-Shirt**



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**2012 Gator
Schedule**

Apr 7	Orange & Blue
Sep 1	Bowling Gr.
Sep 8	@ Texas A&M
Sep 15	@ Tennessee
Sep 22	Kentucky
Oct 6	LSU
Oct 13	@ Vanderbilt
Oct 20	S. Carolina
Oct 27	Georgia
Nov 3	Missouri



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ABOUT THE GATOR SHOP

1702 West University Avenue Suite A-1
Gainesville, FL 32603
(352) 376-5191
Fax (352) 376-0910

Hello from the **Gator Shop**! Our company was established in 1946 and has been trying to make purchasing Gator accessories easier ever since. We hope that you will enjoy shopping at our web site and will continue to use our services in the future to find your Gator merchandise.

All orders placed through your Gator Club receive a 15% discount. In addition, all members of the Alumni Association who have their Alumni number can receive the same discount (some restrictions may apply). Our company often sends Gator Clubs a few boxes of merchandise when they are having a meeting so that the members can see an assortment of the items we offer. The merchandise can be sold and the remaining items sent back to us. This may be something to keep in mind at your next Gator Club meeting.

We would like to help you out in any way we can. Feel free to call us any time at 800-365-8633 with questions or comments that you may have. We also send out a free season catalog, which goes out in July. To be put on our mailing list and receive our catalog annually, please call our 800 number and we would be more than happy to sign you up.

The Gator Shop is not responsible for any "glitches" in your computer that do sometimes occur while shopping online. Prices are subject to change without further notice.

We are looking forward to doing business with you.
Thanks again, and **Go Gators!**

Joi Michelle
Internet Division
2502 N.W. 16th Avenue
Gainesville, FL 32605

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 - Autographed Merchandise
 - Automotive
 - Bags & Pool
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 - Florida Keys Vacation Rental
 - Gator Hats
 - Gator T-shirts
 - Golf
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 - Jewelry & Wallets
 - Juniors/Ladies Wear
 - Kids Gear
 - Mens Wear
 - Music & Toys
 - Nike Products
 - Office
 - Outdoor & Pet
 - Sale Items
 - Sweats & Active Wear

GATORSHOP.COM LOW PRICE GUARANTEE

GatorShop.com is pleased to offer a low price guarantee to our loyal and much appreciated customers. If you find a lower price on a product we offer at another website, we will match the price of that product when we process your order. The low price guarantee applies to non-autographed products that are in stock at the time of purchase.

If another website has a lower price than ours on a product we have, please follow the 4 steps below and we will match the competing price.

1. Highlight and copy the next 5 lines:
 - Product name on GatorShop.com =
 - Other website's web address (ex: www.abc.com) =
 - Link to product on other website =
 - Product price on other website =
 - Your name =
2. Send an email to sales@gatorshop.com and paste the above 5 lines into the email and answer each question.
3. After sending the email, please complete your order including the product with the lower price.
4. Your order will be processed within 24-48 hours and the amount charged to you will reflect the lower competing price when verified during order processing.

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Our Shipping Rates

Our shipping rates for the continental US are based on the total purchase amount of your order (call for rates to Hawaii and Alaska):

Standard Shipping to the Continental U.S. is now a **flat rate of \$4.95!**

For expedited shipping options or for orders outside the Continental U.S., please call us at 800-365-8633.

Most orders are sent via the United States Postal Service. In some cases we may use UPS Ground instead.

Shopping for someone else? Give the [gift of gator gear!](#)

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Gator Shop, 1702 West University Avenue Suite A-1, Gainesville, FL 32603, Toll Free: 1-800-283-7587



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Kids Gear
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All Categories

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Automotive

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10 inch F Magnet
\$10.99



12 inch Gators Block magnet
Available in White and Orange
\$4.99



12 inch Running Gator 1 Magnet
\$12.99



12 inch Running Gator Magnet 2
Available in 2" and 12"
\$1.99



18 inch Gator Head and Script
\$11.99



18 inch Script Magnet
\$12.99



18" x 10" Swamp Bound Magnet
\$11.99



18" x 6" Swamp Bound Magnet
\$8.99



4 inch "F" Magnet
\$2.99



Albert Car Flag
Available in Orange
and Blue
\$9.99

ADD TO CART
BUY NOW



Albert Decal
4"x4"
\$3.99

ADD TO CART BUY NOW



Albert Magnet
Available in 2", 4", 8", 12"
\$1.99

ADD TO CART BUY NOW



Albert Sticker
\$1.69

ADD TO CART
BUY NOW



Antenna Flag
\$5.99

ADD TO CART BUY NOW



Block Gators Sticker
Regularly: \$4.49
Now: \$0.99

ADD TO CART BUY NOW



**Blue Gators Script
Decal**
Available in 2 sizes
\$8.99

ADD TO CART
BUY NOW



**Bottle Opener Keychain w/
Clip**
\$8.99

ADD TO CART BUY NOW



**Camo Vinyl Gator Head
Decal**
\$10.99

ADD TO CART BUY NOW



**Car Tag Frame:
Laser Cut Gator Girl**
\$15.99

ADD TO CART
BUY NOW



**Car Tag: Gator Head Royal or
Orange**
\$19.99


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**Car Tag: Pewter Oval
Gator Head**
\$28.99

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10 oz Gator Hammock BBQ Sauce
Makes great BBQ Pork
\$5.99




10 oz Gator Hammock Bullgator Sauce
Makes great burgers!
\$5.99




10 oz Gator Hammock Hot Sauce
Makes Great Wings!
\$5.99




2 x 3 Gator Bath Mat
\$29.99




2006 and 2007 Autographed National Champions Basketballs
Sold as a set only.
\$5,000.00




5 oz Gator Hammock Lethal Gator Sauce
\$4.99



5 oz Gator Hammock Swamp Sauce
\$4.99



6 ft. Florida Field Runner Rug
\$69.99



8 1/2-9 1/2 inch Alligator Head
\$24.99



8 pack Paper Coasters
\$3.99

ADD TO CART

BUY NOW



Albert Banner Flag
2 Sided
\$25.99

ADD TO CART

BUY NOW



Albert Clear Tervis Tumbler
available in 16oz and 24oz
\$12.99

ADD TO CART

BUY NOW



Albert Shot Glass
\$3.99

ADD TO CART

BUY NOW



Alligator Claw Backscratcher
\$4.99

ADD TO CART

BUY NOW



Alligator Flask Set
\$43.99

ADD TO CART

BUY NOW



Authentic Helmet Signed by Urban Meyer
Regularly: \$399.99
Now: \$199.99

ADD TO CART

BUY NOW



Bartender's Bottle Opener
Vinyl handle
\$7.99

ADD TO CART

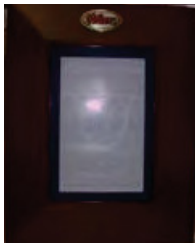
BUY NOW



Bronze Garden Statue
\$99.99

ADD TO CART

BUY NOW



Brown Wooden Picture Frame
4x6 matted picture or 5x7 unmatted





Top Categories

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Merchandise

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Bow on Bow Barrette
Available in Orange and Blue
\$4.99



Calley Orange Dress
Our Calley dress is strapless
chiffon over a stretch-knit
underslip to keep you cool
during hot football games
Regularly: \$79.99
Now: \$24.99



**Embroidered Albert
Patch**
\$1.50



**Embroidered Gator Head
Patch**
\$0.99



**Florida Aviator
Sunglasses**
Florida on the side
\$19.99



**Florida Blue Glitter
Missy T-Shirt**
Florida written in Orange
glitter. Glitter in Gator
Head. Also available in Plus
sizes
\$35.99



**Florida Colosseum Stadium
T-Shirt**
\$23.99



**Florida Gator Kindle Fire
Cover**
\$34.99



**Florida White Glitter T-
Shirt**
\$35.99



Flower Leather Flip Flops
\$39.99

ADD TO CART

BUY NOW



Gator 2 pack Barrettes
\$5.99

ADD TO CART

BUY NOW



Gator 2 Sided Lanyard
\$7.99

ADD TO CART

BUY NOW



Gator Badge Reel
\$4.99

ADD TO CART

BUY NOW



Gator Cell Phone Purse
Leather. with black strap
\$22.99

ADD TO CART

BUY NOW



Gator Crocs
Available in Adult and Kids.
Navy Blue with Gator head
logo on front, Gators Script
logo on heel.
\$31.99

ADD TO CART

BUY NOW



Gator Floral Satin Scarf
\$9.99

ADD TO CART

BUY NOW



Gator Gameday Purse
100% polyester
\$43.99

ADD TO CART

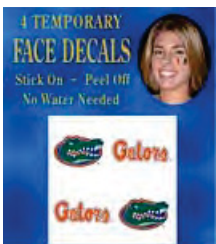
BUY NOW



Gator Head Lapel Pin
\$3.99

ADD TO CART

BUY NOW



Gator Head/Script Tattoos
4 pack. Stick on
\$2.99

ADD TO CART

BUY NOW



Gator Headband
\$5.99

ADD TO CART

BUY NOW



Gator iPhone 4 Cover
\$24.99

ADD TO CART

BUY NOW



Gator Ladies Foil T-Shirt
Foil print
\$25.99



Gator Ladies Football Jersey
\$19.99



Gator Ladies Orange Slick Short
\$19.99



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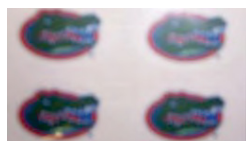
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Mens Wear

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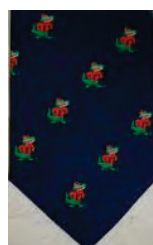
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4 pack Gator Head Stick on Tattoo

No water needed!

\$2.69



Albert Navy Tie

\$24.99



Albert Sticker

\$1.69



Brown Croc Leather Belt w/ Gator head Concho

4 Gator head conchos on belt

\$44.99



Brown Leather Gator Belt

4 Gator head conchos on belt

\$44.99



Columbia Blue Fishing Shirt

\$55.00



Columbia Bonehead Orange Shirt

\$55.00



Columbia Khaki Fishing Shirt

\$55.00



Columbia Tamiami Button Up

Lightweight material

\$64.99



Croc Leather Belt with Gator Head Concho



**Columbia White Fishing
Shirt**

\$55.00

[ADD TO CART](#)

[BUY NOW](#)

**4 Gator head conchos on
belt**

\$44.99

[ADD TO CART](#)

[BUY NOW](#)

Embroidered Albert Patch

\$1.50

[ADD TO CART](#)

[BUY NOW](#)



**Embroidered Gator Head
Patch**

\$0.99

[ADD TO CART](#)

[BUY NOW](#)



**Florida Aviator
Sunglasses**

Florida on the side

\$19.99

[ADD TO CART](#)

[BUY NOW](#)

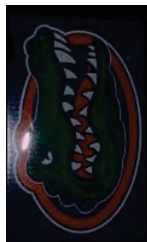


**Florida Gator Blue
Coaches Polo**

\$64.99

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[BUY NOW](#)



**Florida Gator Kindle Fire
Cover**

\$34.99

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[BUY NOW](#)



Florida Gators Croakie

\$7.99

[ADD TO CART](#)

[BUY NOW](#)



**Florida Gators Nylon
Wallet**

\$6.99

[ADD TO CART](#)

[BUY NOW](#)



Gator 2 Sided Lanyard

\$7.99

[ADD TO CART](#)

[BUY NOW](#)



Gator Badge Reel

\$4.99

[ADD TO CART](#)

[BUY NOW](#)



**Gator Baseball Replica
Jersey**

\$60.00

[ADD TO CART](#)

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**Gator Black Ping
Performance Polo**

\$50.00

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[BUY NOW](#)



Gator Cell Phone Case

\$14.99

[ADD TO CART](#)

[BUY NOW](#)



**Gator Columbia White
Polo**

\$54.99

[ADD TO CART](#)

[BUY NOW](#)